WHUS Promotions Guide

Target Demographics:

- ✓ 20,000+ UConn students, professors, and faculty
- ✓ Eastern, CT residents (currently main listenership)

Events:

- ✓ concerts
- ✓ film screenings
- ✓ lectures/q&a's
- ✓ comedians
- ✓ student appreciation (ice cream giveaway, free t-shirt day)

Marketing:

- ✓ posters: campus locations, local businesses.
  - 30 blue "your college radio" posters for north dorms and businesses
  - 30 black "24/7/365" posters for east dorms
  - 200 schedules for ice cream giveaway and tabling
  - 100 recruitment flyers for ice cream giveaway
  - to do: print modified schedule for dorms and north businesses, design and print genre block posters.
- ✓ community brochure:
  - to accompany magnets placed at Storrs Downtown, Mansfield, and Willimantic locations
- ✓ billboards: Route 44, i-84, Route 32
  - route 44 billboard in pomfret to start October 1
- ✓ print ads: (daily campus, hartford advocate, ect)
  - to do: promote schedule, schedule blocks, and release of website/app in october
- ✓ giveaways: on-air ticket, tabling,
- ✓ bus ads: campus buses, 19 or 38 total.
  - Current run in effect until January
- ✓ radio spots: spas that highlight station activities
- ✓ social media: one unified Facebook, 2 twitters (main and sports),
- ✓ Dining hall table "tents"
  - November and December reserved. Design/Topic needed

Reach:

- ✓ asking local businesses and on-campus locations to play WHUS
  - Student Union Food Court
  - Dining Halls
  - Co-Op Bookstore
  - "Uniquely Caffeinated" Cafes
- ✓ DJing local events
  - RHA Zombieapocolyose, October 19, 2013, 2pm - 7pm, South Quad
  - Ice Cream Giveaway, September 27th, 11:30-2:00
  - Honor Society Fundraiser -- October 25, 12-1 pm
  - Midnight Breakfast

- ✓ Street team:
  - third thursday
  - fairs/festivals/ect.
- ✓ Tabling for Recruitment/Awareness
  - Student Union
  - Fairfield way
  - dining halls
- ✓ Commuter appreciation
  - special giveaways
  - flyering commuter lots
  - traffic cam installation
  - semesterly newsletter
  - commuter lounge advertising

Artist Contacts:

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September:

- ✓ Ice cream giveaway: September 27
- ✓ Daily campus advertising campaign
- ✓ Flyering/postering on-campus (dorms, businesses, classroom buildings ect.)
- ✓ brochuring Storrs Downtown and Willimantic
- ✓ training recruitment push
- ✓ initial planning and booking for recording/performance space

October:

- ✓ billboard advertising campaign begins October 1st
- ✓ marketing campaign for website and app launch (mid October)
- ✓ Homecoming Parade: October 6
- ✓ Huskytown tailgate: October 12
- ✓ Mischief After Dark concert: October 26, 7:00 p.m.